



"Look Up Downtown"
City of De Pere, Wisconsin

**Upper Story Residential
Activation and Renovation Program**

**Development Services Department
June 2023**

A. Summary Description and Eligibility

The City of De Pere is offering grants to property owners and those interested in purchasing older downtown properties for improvements to the second stories to reactive and renovate units into downtown residential units that are not currently used as residential units. The “Look Up Downtown” strives to enhance the quality of downtown De Pere structures, foster working relationships between the public and private sectors, and increase the City's downtown tax base.

The total Affordable Housing Fund allocation for the Deeper Roots Affordable Housing Stock Improvement Program is \$150,000 until the fund has been exhausted.

B. Eligibility Requirements and Funding Availability

Property owners within the Main Street District of the City of De Pere are eligible for matching grant funds for improvements made to improve, renovate, or establish residential units above storefronts. The program is designed as a matching grant program. The City will reimburse the property owner or business for up to 50% of the expense, to a maximum match of \$6,000 for each unit. Each parcel with an existing building is eligible for up to a total of \$30,000 (five units).

Grants will be awarded to eligible applicants while funds are available. Façade grant funds may not be used as matching funds to the “Look Up Downtown” Program; however, receiving a façade grant does not prohibit the application to this program and vice versa.

Applicants who secure funds from other BID or City programs may use those funds as a match for the “Look Up Downtown” program. The program is available to any De Pere property owners or businesses located within the Main Street District. Applications will be reviewed by Redevelopment Authority on a first-come, first-serve basis. The program funds eligible activities for existing structures only - new construction is not eligible. Tax-exempt properties are not eligible. All work must be completed within twelve months of the date of a signed agreement.

C. Eligible Uses of Grant Funds

Funds may also be used to make upgrades to residential units including electrical, plumbing, mechanical, or other functionally outdated features, to bring them into compliance with current standards and codes. Funds may be used to modernize the unit to current quality, efficiency, and performance levels. All systems (listed above) impacted by improvements shall be brought into full code compliance prior to receiving an occupancy permit. In addition to home system upgrades, loan funds may also be used for window replacement and insulation improvements, measures that will increase the heating and cooling efficiency and overall performance of the home. Replacement or maintenance of home components that are expected to be replaced periodically such as roofing, water heaters, and fixtures will not be funded but expenses to improve these items may be used as a matching expense.

D. Grant Terms and Conditions

The grant shall be structured as a forgivable loan in the amount of \$6,000 per unit for a period of 5-years in which the applicant agrees to lease the units to individuals or families making no more than 80% of the county medium income based on the household size at the time they secure the lease agreement. See the table below for income limits.

Estimated Maximum Family Income Limits at Percent (%) of HUD Estimated 2022 County Median Income											
%	FAMILY SIZE										
of AMI	COUNTY	ONE	TWO	THREE	FOUR	FIVE	SIX	SEVEN	EIGHT	NINE	
20%	Brown	\$ 12,640	\$ 14,440	\$ 16,240	\$ 18,040	\$ 19,500	\$ 20,940	\$ 22,380	\$ 23,820	\$ 25,260	
30%	Brown	\$ 18,960	\$ 21,660	\$ 24,360	\$ 27,060	\$ 29,250	\$ 31,410	\$ 33,570	\$ 35,730	\$ 37,890	
40%	Brown	\$ 25,280	\$ 28,880	\$ 32,480	\$ 36,080	\$ 39,000	\$ 41,880	\$ 44,760	\$ 47,640	\$ 50,520	
50%	Brown	\$ 31,600	\$ 36,100	\$ 40,600	\$ 45,100	\$ 48,750	\$ 52,350	\$ 55,950	\$ 59,550	\$ 63,150	
60%	Brown	\$ 37,920	\$ 43,320	\$ 48,720	\$ 54,120	\$ 58,500	\$ 62,820	\$ 67,140	\$ 71,460	\$ 75,780	
70%	Brown	\$ 44,240	\$ 50,540	\$ 56,840	\$ 63,140	\$ 68,250	\$ 73,290	\$ 78,330	\$ 83,370	\$ 88,410	
80%	Brown	\$ 50,560	\$ 57,760	\$ 64,960	\$ 72,160	\$ 78,000	\$ 83,760	\$ 89,520	\$ 95,280	\$ 101,040	
90%	Brown	\$ 56,880	\$ 64,980	\$ 73,080	\$ 81,180	\$ 87,750	\$ 94,230	\$ 100,710	\$ 107,190	\$ 113,670	
100%	Brown	\$ 63,200	\$ 72,200	\$ 81,200	\$ 90,200	\$ 97,500	\$ 104,700	\$ 111,900	\$ 119,100	\$ 126,300	

Maximum annual rents shall be structured according to the annual WHEDA limits. The 2022 Limits are listed below. The applicants shall be made aware of any annual changes.

WISCONSIN STANDARD MULTIFAMILY PROJECT INCOME LIMITS							
Estimated Maximum Rent Limits at 80% 2022 County Median Income (Effective April 18, 2022)							
Bedroom Size							
Cost of Rent Per Month	EFF/Studio	ONE	TWO	THREE	FOUR	FIVE	SIX
	\$ 1,264	\$ 1,354	\$ 1,624	\$ 1,877	\$ 2,094	\$ 2,310	\$ 2,526

For reference, a one-bedroom with a den in the 102 N. Broadway building is currently leasing at \$1,245 a month; therefore, the limits listed above are in line with markets. The grant/forgivable loan capitalized lost revenue at \$100 a month over the life of the grant.

Applicant agrees to repay the grant if they sell the building to a new entity they do not have an ownership stake in during the 5 years following the completion of the improvements. Moreover, if the applicant wishes to return the unit to the standard rental market they shall also return a prorated portion of the grant. The repayment shall be prorated for any years in which the unit was held for affordable housing purposes. The grant repayment schedule shall be structured as follows.

PROPERTY SOLD WITHIN	GRANT REPAYMENT
Less than 12 Months	100%
12 months & 1 day – 24 months	80%
24 months and 1 day – 36 months	60%
36 months and 1 day – 48 months	40%
48 months and 1 day – 60 months	20%
Greater than 60 months and 1 day	00%

E. Process

1. Submit the completed application form, with necessary attachments, to the Development Services Department. The Redevelopment Authority will act on complete applications within sixty (60) days. Depending upon the project, the applicant may need to also seek Zoning Administrator and/or Plan Commission design review concurrent with Redevelopment Authority review. A separate application form must be completed if a site plan or design review is necessary for a project. Applications that include exterior work must apply for a Certificate of Appropriateness from the Historic Preservation Commission (HPC) if the home is located in a historic district or is designated as a historic structure. The Senior Planning/Zoning Administrator and/or Building Inspection Division may be consulted to determine whether a design review and/or Certificate of Appropriateness is required.
2. Upon all necessary committee and staff approvals, the applicant or contractor prepares final plans, cost estimates, and construction schedules, which must be submitted to the Building Inspection Division for review and issuance of a building permit. All applicants must submit a signed statement certifying availability and

source of matching funds. If the final plans are not substantially similar to plans approved by staff or any necessary committees additional review will be required.

3. The Building Inspection Division will send a letter or permit to the applicant upon approval of the building plans.
4. Upon commitment of the applicant's matching funds the property owner enters into an agreement with the contractor to do the work and the contractor obtains the necessary permits (application approval does not release the applicant from obtaining all relevant building permits).
5. The Common Council and applicant approve the loan agreement outlining the terms of the agreement including the proposed scope of work approved by the Building Inspection Division.
6. Appropriate documentation, such as invoices, must be submitted to the Development Services Department for documentation.
7. The City and the Applicant complete the loan approval and transfer funds.

The City reserves the right to amend the process for large renovation projects that could require multiple months with contractor draw requests.

F. Questions and Contacts

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